## How can the Freight Advisory Council become more <u>advisory</u>?

- When advice is effectively provided or received, it requires:
  - Specific: Must be reciprocal; Come from both sides
  - Qualifications
  - Open & accommodating format: What each person provided opportunity to contribute?
  - Clear how the feedback will contribute to & influence the decision-making process
  - Clear how the result will provide benefit others

